



**Proudly Representing**

- Alta Vista
- Broadway Heights
- Chollas View
- Emerald Hills
- Encanto
- Greater Skyline Hills
- Jamacha
- Lincoln Park/Knox
- Lomita Village
- North Bay Terraces
- Oak Park
- O'Farrell
- Paradise Hills
- Redwood Village
- Rolando Park
- South Bay Terraces
- Valencia Park
- Webster

## Tourism and District 4

### *Economic Development and Intergovernmental Relations Committee*

San Diego is known as one the best tourist destinations in the nation. Tourism is the third largest industry in San Diego County and impacts nearly \$16 billion into our economy. Tomorrow, at the Economic Development and Intergovernmental Relations Committee meeting, the San Diego Tourism Marketing District Corporation and the Economic Development Department will discuss their San Diego Tourism Marketing 2015 Performance Report. As Chair of that committee, I understand the economic impact of tourism not only in the city of San Diego, but also within Council District 4.

District 4 has a spending power of more than \$1.9 billion, but that money gets spent outside of our district. District 4 has money to spend! I am fighting to install more sidewalks, improve local businesses and construct high quality stores for my district. New restaurants and top quality local businesses are essential to improving the attractiveness of District 4 and help make it a neighborhood destination for tourists. Similar to more well-known neighborhood destinations in San Diego like Little Italy and North Park.

I want to create more quality jobs, make infrastructure improvements and increase economic opportunities for the community to make District 4 a better place to live. And I will continue to get things done because I want to see it thrive not only for the current residents, but also for future generations.

## Tourism Economics



- San Diego's 3rd Largest Industry
- 17 million Overnight Visits
- \$16.2 billion Overall Annual Impact
- \$9.6 billion Direct Visitor Spending
- \$186 million Transient Occupancy Tax
- ~ 2,164 TMD Lodging Properties
- ~ 44,477 Rooms

## Annual Report

July 1, 2014 – June 30, 2015



**Connect with Myrtle**

**Twitter:** @CD4Myrtle Cole

**Facebook:** <https://www.facebook.com/councilmembermyrtlecolecd4>



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 Website: [www.sandiego.gov/citycouncil/cd4/](http://www.sandiego.gov/citycouncil/cd4/)



## Photo Gallery



**Streamview Drive Success:** Councilmember Cole and Council President Pro Tem Emerald spoke at the Streamview Drive Groundbreaking Ceremony on February 4<sup>th</sup>. Community residents, city workers and public officials were there to show support for the \$3.5 million plan to improve one of the worst street in San Diego.



Councilmember Cole was joined by Council President Pro Tem Emerald, Assemblywoman Lorena Gonzalez and representatives from Diamond BID for a Photo Shoot Mixer at Mariscos Altata.



Councilmember Cole joined Mayor Faulconer, Chief Zimmerman, Tony Young and young Lincoln Park residents at the Better a Block Party.



**Skyline Hills Library Progress:** Councilmember Cole was elated to take a tour of the progress of the new Skyline Hills Library. Several of the workers and developers came out to give the tour.



Proclaiming February 9, 2016 to be St. Stephen's "To Reach Up to Heaven" (T.R.U.T.H) Mime Dancers Day in the City of San Diego.



- 🏠 **Thunder Squad Receives Nomination for the 37<sup>th</sup> Annual Young Artist Awards:** The Thunder Squad Drumline hails from Heartbeat Music and Performance Arts Academy, located in the Rolando community. On March 13<sup>th</sup>, the group will participate and perform at the Young Artist Awards where they are nominated for the "Best Performance in a TV Commercial" for their 2015 Black History Lead Commercial with ESPN. For more information about the awards ceremony, visit <http://youngartistawards.org/2016-nominations/> and for more information about Heartbeat Academy, visit <http://www.heartbeatmusicacademy.org/>.
- 🏠 **Wells Fargo Neighborhood LIFT Program:** Money is available to help you buy a home. Prospective homeowners can receive up to \$7,500 to help them buy a home with this program. The amount given depends on the amount prospective homeowners can put toward the purchase of a home in San Diego County. Individual must meet all program requirements. Please go to <https://www.wellsfargo.com/mortgage/lift> for more details.
- 🏠 **Neighborhood Revitalization through Code Enforcement:** CIVIL PENALTY NOTICE AND ORDER, ABATEMENT PENALTY NOTICE, & A NOTICE OF VIOLATION: These notices were issued for **3 different properties** that are ALL in violation of the San Diego Municipal Code. The location at **4483 Euclid Avenue** fails to upgrade the electrical service equipment on their property. Another property at **355 Woodman Street** is constructing a 600 sq. ft., 16 ft. deck without the required permits, inspections and approvals. Lastly, the location on **6210 Parkside Avenue** is conducting auto sales and auto repair from the residence and contains storage, trash and debris. All properties have been notified and ordered to correct all violations. Civil penalties are assessed at a daily rate not-to exceed \$2,500 per day per violation and a total maximum of \$250,000 per parcel. **Be aware of code enforcement because it helps you and your neighborhood stay clean and safe!**
- 🏠 **2016 Congressional Art Competition:** 51<sup>st</sup> District of Columbia Congressman Juan Vargas invites you to this art competition! It is open to all high school students. The basic guidelines for all artwork: must be two-dimensional, cannot be larger than 28"x28"x4" and must be original in concept. The deadline to submit is April 15, 2016 and the grand prize is a trip to Washington D.C. For more information, please visit [www.vargas.house.gov](http://www.vargas.house.gov) or call (619)422-5963.



## Fourth District Events & Meetings

### Upcoming City Council, Committee and Outside Organization Committee Meetings Councilmember Cole in Action!

- **February 11** | 2:00p.m.-5:00 p.m. | Economic Development and Intergovernmental Relations Committee | City Administrative Building, 202 C Street, San Diego, CA 92101.
- **February 12** | 10:00 a.m.-2:00 p.m. | Friday District Office Hours | Tubman Chavez Community Center, 415 Euclid Avenue, San Diego, CA 92114.
- **February 15 HOLIDAY** | President's Day
- **February 16-February 19** | Legislative Recess

### Upcoming Community Meetings

- **February 11** | 6:00 p.m. | Valencia Park Town Council/O'Farrell Park Town Council | Valencia Park Elementary School | 5880 Skyline Drive San Diego, CA 92114.
- **February 15** | 6:30 p.m. | Encanto Neighborhood Community Planning Group | Jacobs Center | 404 Euclid Avenue, San Diego, CA 92114.
- **February 16** | 6:00 p.m. | Diamond BID Meeting | Tubman Chavez Community Center | 415 Euclid Avenue, San Diego, CA 92114.

### Calendar of Events

- **Fourth District Seniors Resource Center "Vitality on Review" 10<sup>th</sup> Anniversary** | Saturday, February 13<sup>th</sup> | 11:00 a.m.-2:00 p.m. | George L. Stevens Senior Community Center | 570 South 65<sup>th</sup> Street, San Diego, CA 92114. Enjoy a fashion show, buffet and door prizes in celebration of the Senior Center's 10<sup>th</sup> Anniversary and Black History Month. For tickets or more information, please call (619)266-2066.
- **The Black Panthers: Vanguard of the Revolution Movie Screening** | Sunday, February 14<sup>th</sup> | 2:00 p.m. | Malcolm X Library Branch/ Valencia Park | 5148 Market Street, San Diego, CA 92114. Watch this rare footage of individuals who were active members and leaders during the Civil Rights Movement. Please call (619)527-3405 for more information.
- **Jacobs Center presents Black Violin** | Saturday, February 20<sup>th</sup> | 7:30 p.m. | Joe and Vi Jacobs Center Celebration Hall | 404 Euclid Avenue, San Diego, CA 92114. Watch the musical phenomenon, Black Violin perform! They mix hip-hop beats and classical notes to create a one-of-a-kind sound. Tickets are available at [www.jacobsrepresents.com](http://www.jacobsrepresents.com). Preferred seating is \$40 and general admission is \$25.
- **Broadway Heights Community Council Black History Month Community Celebration** | Saturday, February 27<sup>th</sup> | 12:30 p.m. | 2305 Laconia Street, San Diego, CA 92114. Join District 4's own Broadway Heights Community Council in celebration of Black History Month with speakers Dr. Willie Blair and Dr. Robert Matthew. For more information, please contact Robert Robinson at (619)993-7612 or visit [www.bhcouncil.org](http://www.bhcouncil.org).



The Fourth District's Premier Career Center  
 South Metro Career Center | 4389 Imperial Avenue | San Diego, CA 92113  
 (619) 266-4200 | <http://www.metrocareercenters.org/>

**NEW Alzheimer's Association** <http://www.alz.org/apps/jobs/>

**NEW American Red Cross**

<http://www.indeed.com/viewjob?jk=e39ba08af28b8695&q=company%3A%22American+Red+Cross%22&l=San+Diego,+CA>

**AMSEC Trades** [www.huntingtoningalls.com/careers](http://www.huntingtoningalls.com/careers)

**Bank of America** <http://www.indeed.com/q-Bank-of-America-l-San-Diego,-CA-jobs.html>

**NEW Brickman/ValleyCrest** <http://www.indeed.com/viewjob?jk=dda10ac43a2b3985&l=San+Diego,+CA>

**CBS Radio** [www.cbsradio.com](http://www.cbsradio.com)

**NEW City of Coronado** <http://agency.governmentjobs.com/coronado/default.cfm>

**City of Chula Vista** <http://agency.governmentjobs.com/chulavista/default.cfm>

**City of Del Mar** (<http://www.delmar.ca.us/jobs.aspx?jobID=9>)

**City of El Cajon** <http://agency.governmentjobs.com/elcajon/default.cfm>

**City of La Mesa** <http://agency.governmentjobs.com/lamesa/default.cfm>

**City of National City** <http://agency.governmentjobs.com/nationalca/default.cfm>

**City of Poway** <http://agency.governmentjobs.com/poway/default.cfm>

**City of San Diego** [www.sandiego.gov/empopp/](http://www.sandiego.gov/empopp/)

**County of San Diego** <http://agency.governmentjobs.com/sdcounty/default.cfm>

**Cox Communications** <http://www.cox.com/aboutus/careers/search-jobs.cox>

**NEW Engility Corporation** <http://www.metroсандiegojobs.com/j/t-Engineer-Submarine-Support-e-Engility-Corporation-l-San-Diego,-CA-jobs-j16315277.html?frame=1>

**Family Health Centers of San Diego** <https://jobs-fhcsd.icims.com/jobs/intro>

**Helix Water District** [www.hwd.com](http://www.hwd.com)

**Heritage Senior Care** [http://www.heritagekeepers.net/senior\\_care\\_employment.php](http://www.heritagekeepers.net/senior_care_employment.php)

**Holiday Inn** <http://www.indeed.com/jobs?q=holiday+inn&l=La+Mesa%2C+CA&from=vj>

**Hotel del Coronado** <http://www.hoteldel.com/employment.aspx>

**Hyatt Regency** [www.LaJolla.Hyatt.com](http://www.LaJolla.Hyatt.com)

**NEW Jewish Family Service** [http://www.jfssd.org/site/PageServer?pagename=about\\_employment](http://www.jfssd.org/site/PageServer?pagename=about_employment)

**NEW Kaiser Permanente** <http://www.indeed.com/viewjob?jk=87922c25833622bd&l=San+Diego,+CA>

**NEW MAAC** <http://sandiego.jobing.com/maac-project>

**NEW Mental Health Systems** <http://www.mhsinc.org/listing/employment-services-2/>

**Metro San Diego Jobs** [www.metroсандiegojobs.com](http://www.metroсандiegojobs.com)

**MTS** [http://www.sdmts.com/HR/MTS\\_HR.asp](http://www.sdmts.com/HR/MTS_HR.asp)

**NASSCO** <http://www.indeed.com/jobs?q=NASSCO&l=san+diego>

**Nordstrom's** <http://www.dreamjobber.com/jobs/landing.jsp?job=Nordstrom&SID=5388400>

**Otay Water District** <http://agency.governmentjobs.com/otay/default.cfm>

**Pasadena City College** <http://www.pasadena.edu/HR/classified-jobs.cfm>

**Public Consulting Group** <http://www.jobs.net/jobs/public-consulting-group>

**Point Loma Nazarene University** <https://employment.pointloma.edu/>

**Rady's Children's Hospital** <http://www.indeed.com/q-radys-childrens-hospital-l-San-Diego-jobs.html>

**SANDAG** <http://www.sandag.org/index.asp?jobid=383&fuseaction=jobs.detail>

**NEW San Diego Blood Bank** <http://www.sandiegobloodbank.org/find-a-career>

**San Diego Community College District** <https://www.sdccdjobs.com/>

**NEW San Diego Housing Commission** <http://agency.governmentjobs.com/sdhc/default.cfm>

**San Diego Metro Career Center** <http://www.metrocareercenters.org/>

**San Diego Police Department Recruitment (SDPD)** [www.joinSDPDnow.com](http://www.joinSDPDnow.com)

**NEW San Diego Water Authority** <http://agency.governmentjobs.com/sdcwa/default.cfm>

**San Diego Workforce Partnership Jobs** <http://workforce.org/career-centers>

**San Diego Zoo** <https://www.hrapply.com/sandiegozoo/Setup.app>

**SCRIPPS Careers** [http://www.scripps.org/about-us\\_\\_careers](http://www.scripps.org/about-us__careers)

**NEW Scripps Health** <http://www.metroсандiegojobs.com/j/t-REGISTERED-NURSE-La-JollaGreen-ICU-Float-Pool-FullTime-Night-e-Scripps-Health-l-San-Diego,-CA-jobs-j16315396.html?frame=1>

**NEW Seacoast Commerce Bank** <http://www.indeed.com/viewjob?jk=011eed79784f5c82&l=San+Diego,+CA>

**SeaWorld** [www.seaworldjobs.com](http://www.seaworldjobs.com)

**Sears** <http://www.searsholdings.com/index.htm>

**Sodexo** <http://sodexousa.com/us/en/careers/find-job/Search-Jobs/search-jobs.aspx>

**NEW Spencer's Gifts** <http://www.indeed.com/viewjob?jk=2c67d62c5389aac5&l=San+Diego,+CA>

**Union Bank** <http://www.indeed.com/jobs?q=union+bank&l=San+Diego%2C+CA&from=vj>

**NEW University of San Diego**

[https://www.higheredjobs.com/details.cfm?JobCode=176212137&utm\\_source=02\\_06\\_16&utm\\_medium=email&utm\\_campaign=](https://www.higheredjobs.com/details.cfm?JobCode=176212137&utm_source=02_06_16&utm_medium=email&utm_campaign=)

**Wells Fargo** <http://www.indeed.com/jobs?q=wells+fargo&l=San+Diego%2C+CA>

**YMCA** [www.ymca.org/jobs](http://www.ymca.org/jobs)